

# 50,600 TELEPHONE CALLS IN ONE DAY---WITH NO CONFUSION, NO TROUBLE, NO DELAYS

A RECORD ACHIEVEMENT  
OF THE  
MUTUAL TELEPHONE  
COMPANY'S  
AUTOMATIC SYSTEM

Feeling that perhaps the telephone-using public is not fully aware of the immense advantages it enjoys from the use of the Automatic Telephone System, as operated by the Mutual Telephone Co., Ltd., we call your attention to a few statistics that graphically illustrate the value of this mechanical wonder, even when subjected to such an excessive load as was carried during the week preceding the holiday season.

On the day before Christmas, the Mutual Telephone Co.'s Automatic System handled Fifty Thousand and Six Hundred Calls—the majority of these messages being concentrated between Ten and Twelve in the morning, and between Four and Six in the afternoon. And there was practically no confusion, no trouble, no delays.

## A CONTRAST

The day before Christmas is a day long to be remembered in any Telephone Exchange where the Operators are girls. Remembered because of the hardships that cause nervous effects which the girls do not recover from for many days. On a day like this, all that the Manager of such an Exchange can hope for is fair weather—a rainstorm at such a time increases the load enormously, and generally to such an extent that the system is incapable of doing its work with any high degree of success.

The day before Christmas in the Mutual Telephone Co.'s Exchange, with the Automatic System in operation, showed a very quiet scene—a few skilled employees going about their supervisory duties as if nothing out of the ordinary were happening; the Automatic System responding smoothly and quietly and without a protest to the various loads at the different periods; everything as perfect as the company could hope for. Yet there were 50,600 calls handled that day—and a careful observation proved that the Automatic System, as operated by us, could easily have carried twice the load recorded.

## SUCCESSFUL IN EVERY WAY

About Fifteen Million (15,000,000) calls were handled by the Mutual Telephone Co.'s Automatic System during the past year, with a degree of success unsurpassed in any city in the world. That there is always room for improvement in any service must be understood. The Company is doing everything in its power to attain perfection, but a certain measure of responsibility lies with its patrons, who should report promptly—to number 96—any telephone troubles, no matter how slight.

We thank you for your patronage and extend the compliments of the season.

# Mutual Telephone Co., Ltd.

Established July 25, 1883.  
Automatic System since Aug. 28, 1910.